

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV Raleigh, NC

Date:

9/14/12

I, DEBBIE WHITEbeing/on behalf of: SAM ERVIN, a legallyqualified candidate of the S politicalparty for the office of: Supreme Ct.in the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$92,835 gross \$78,909.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

ERVIN for Supreme Ct. Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/14/12

Date _____

Debbie White

Signature _____

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Zls
Signature

Signature _____

Dave Lyles
Printed Name

Printed Name _____

Sales Manager
Title

Title

Mike Davis Public Relations, Inc.

PUBLIC RELATIONS + + COMMUNICATIONS

P.O. Box 27646 Raleigh, NC 27611

Phone: 919-821-3928

Fax: 919-821-9135

July 31, 2012

Media Partners, Inc.
4024 Barrett Drive, Suite 201
Raleigh, North Carolina 27609

Please accept this letter as authorization from the Ervin for Supreme Court Campaign for Media Partners, Inc. to engage in media placement services on behalf of the Ervin Campaign for the 2012 General Election.

Any questions should be referred to Mike Davis, General Campaign Consultant to Ervin for Supreme Court.

Please note that the official name and address for the campaign:

Ervin for Supreme Court
1101 Haynes Street – Suite 101-C
Raleigh, North Carolina 27604.

Thank you.

Mike Davis
Ervin for Supreme Court

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision 117854 /		Alt Order #
Product POLITICAL		
Contract Dates 10/15/12 - 11/06/12		Estimate #
Advertiser Ervin for Supreme Court		Original Date / Revision 09/14/12 / 09/14/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Marian Bell	Sales Office WRAL Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Media Partners
13200 Strickland Rd.
Suite 114-#153
Raleigh, NC 27613

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/18/12	10/26/12	WRAL AM News	6-7a		:30			NM	6	\$4,350.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$725.00			
		Week: 10/22/12	10/28/12	11111--				5	\$725.00			
N 2	WRAL	10/29/12	11/02/12	WRAL AM News	6-7a		:30			NM	5	\$5,375.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$1,075.00			
N 3	WRAL	11/05/12	11/06/12	WRAL AM News	6-7a	11-----	:30	2	\$1,600.00	NM	2	\$3,200.00
		Class 1										
N 4	WRAL	10/18/12	10/26/12	WRAL 5:30AM News	530-6a		:30			NM	5	\$2,250.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$450.00			
		Week: 10/22/12	10/28/12	1111---				4	\$450.00			
N 5	WRAL	10/29/12	11/02/12	WRAL 5:30AM News	530-6a		:30			NM	5	\$3,375.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$675.00			
N 6	WRAL	11/05/12	11/06/12	WRAL 5:30AM News	530-6a	11-----	:30	2	\$1,000.00	NM	2	\$2,000.00
		Class 1										
N 7	WRAL	10/18/12	10/26/12	CBS This Morning	7am - 9am		:30			NM	6	\$2,280.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$380.00			
		Week: 10/22/12	10/28/12	11111--				5	\$380.00			
N 8	WRAL	10/29/12	11/02/12	CBS This Morning	7am - 9am		:30			NM	4	\$2,280.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-1111--				4	\$570.00			
N 9	WRAL	11/05/12	11/06/12	CBS This Morning	7am - 9am	22-----	:30	4	\$850.00	NM	4	\$3,400.00
		Class 1										

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
117854 /	

Contract Dates	Product	Estimate #
10/15/12 - 11/06/12	POLITICAL	

Advertiser	Original Date / Revision
Ervin for Supreme Court	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	WRAL	10/22/12	11/02/12	Price is Right	11a-12p		:30			NM	5	\$1,625.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--11---				2	\$325.00			
		Week: 10/29/12	11/04/12	-111---				3	\$325.00			
N 11	WRAL	11/02/12	11/05/12	Price is Right	11a-12p		:30			NM	2	\$1,000.00
		Class 1										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1	\$500.00			
		Week: 11/05/12	11/11/12	1-----				1	\$500.00			
N 12	WRAL	10/22/12	10/26/12	Dr. Phil	9-10a		:30			NM	3	\$645.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	--111--				3	\$215.00			
N 13	WRAL	11/05/12	11/05/12	Dr. Phil	9-10a		:30			NM	1	\$500.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$500.00			
N 14	WRAL	10/22/12	11/02/12	Noon News	12p-1p		:30			NM	7	\$3,325.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---11--				2	\$475.00			
		Week: 10/29/12	11/04/12	11111--				5	\$475.00			
N 15	WRAL	11/05/12	11/05/12	Noon News	12p-1p		:30			NM	1	\$700.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	1-----				1	\$700.00			
N 16	WRAL	10/25/12	11/06/12	Young and the Restless	4-5p		:30			NM	5	\$4,375.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---11--				2	\$875.00			
		Week: 10/29/12	11/04/12	1---1--				2	\$875.00			
		Week: 11/05/12	11/11/12	1-----				1	\$875.00			
N 17	WRAL	10/18/12	10/28/12	5:30 News	530-6p		:30			NM	4	\$4,460.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$1,115.00			
		Week: 10/22/12	10/28/12	-111---				3	\$1,115.00			
N 18	WRAL	10/29/12	11/04/12	5:30 News	530-6p	1-1----	:30	2	\$1,670.00	NM	2	\$3,340.00
		Class 2										
N 19	WRAL	10/15/12	10/29/12	6pm News (M-F)	6-630p		:30			NM	4	\$5,340.00
		Class 3										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$1,335.00			
		Week: 10/22/12	10/28/12	11-----				2	\$1,335.00			
		Week: 10/29/12	11/04/12	1-----				1	\$1,335.00			
N 20	WRAL	10/29/12	11/04/12	6pm News (M-F)	6-630p		:30			NM	3	\$6,000.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Ervin for Supreme Court	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$2,000.00			
N 21	WRAL	11/05/12	11/05/12	6pm News (M-F)	6-630p		:30			NM	1	\$3,000.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,000.00			
N 22	WRAL	11/02/12	11/05/12	5:30 News	530-6p		:30			NM	2	\$5,000.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,500.00			
Week:		11/05/12	11/11/12	1-----				1	\$2,500.00			
N 23	WRAL	11/05/12	11/05/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
N 24	WRAL	10/29/12	11/04/12	Inside Edition	7-730P		:30			NM	3	\$3,000.00
Class 2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11-1---				3	\$1,000.00			
N 25	WRAL	10/22/12	10/28/12	Inside Edition	7-730P		:30			NM	1	\$670.00
Class 3												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$670.00			
N 26	WRAL	10/15/12	11/06/12	Late News	11-1135p		:30			NM	5	\$10,000.00
Class 2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$2,000.00			
Week:		10/22/12	10/28/12	1-----				1	\$2,000.00			
Week:		10/29/12	11/04/12	11-1---				3	\$2,000.00			
Week:		11/05/12	11/11/12	-----				0	\$2,000.00			
N 27	WRAL	11/05/12	11/05/12	Late News	11-1135p		:30			NM	1	\$3,000.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,000.00			
N 28	WRAL	10/15/12	11/04/12	David Letterman	1135p-1237a		:30			NM	5	\$2,000.00
Class 2												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$400.00			
Week:		10/22/12	10/28/12	1--1---				2	\$400.00			
Week:		10/29/12	11/04/12	-1-1---				2	\$400.00			
N 29	WRAL	11/05/12	11/05/12	David Letterman	1135p-1237a		:30			NM	1	\$600.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00			
N 30	WRAL	10/28/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$1,800.00
Class 1												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$900.00			
Week:		10/29/12	11/04/12	-----1				1	\$900.00			

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10/15/12 - 11/06/12	POLITICAL	

Advertiser	Original Date / Revision
Ervin for Supreme Court	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 31	WRAL	11/04/12	11/04/12	N.C. Spin	630-7AM		:30			NM	1	\$115.00
		Class 1										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1	\$115.00			
N 32	WRAL	10/28/12	10/28/12	WRAL Sun Morning News	7-9a		:30			NM	1	\$600.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$600.00			
N 33	WRAL	10/27/12	11/03/12	WRAL 6a News Sat	6-8a		:30			NM	2	\$800.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1-				1	\$400.00			
	Week:	10/29/12	11/04/12	-----1-				1	\$400.00			
N 34	WRAL	10/28/12	10/28/12	6pm News (Sun)	6-630p		:30			NM	1	\$530.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$530.00			
N 35	WRAL	11/03/12	11/03/12	6pm News (Sat)	6-630p		:30			NM	1	\$400.00
		Class 2										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1-				1	\$400.00			
Totals											104	\$92,835.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	43	\$29,640.00	\$25,194.00
10/29/12 - 11/06/12	61	\$63,195.00	\$53,715.75
Totals	104	\$92,835.00	\$78,909.75

Signature: _____ Date: _____

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